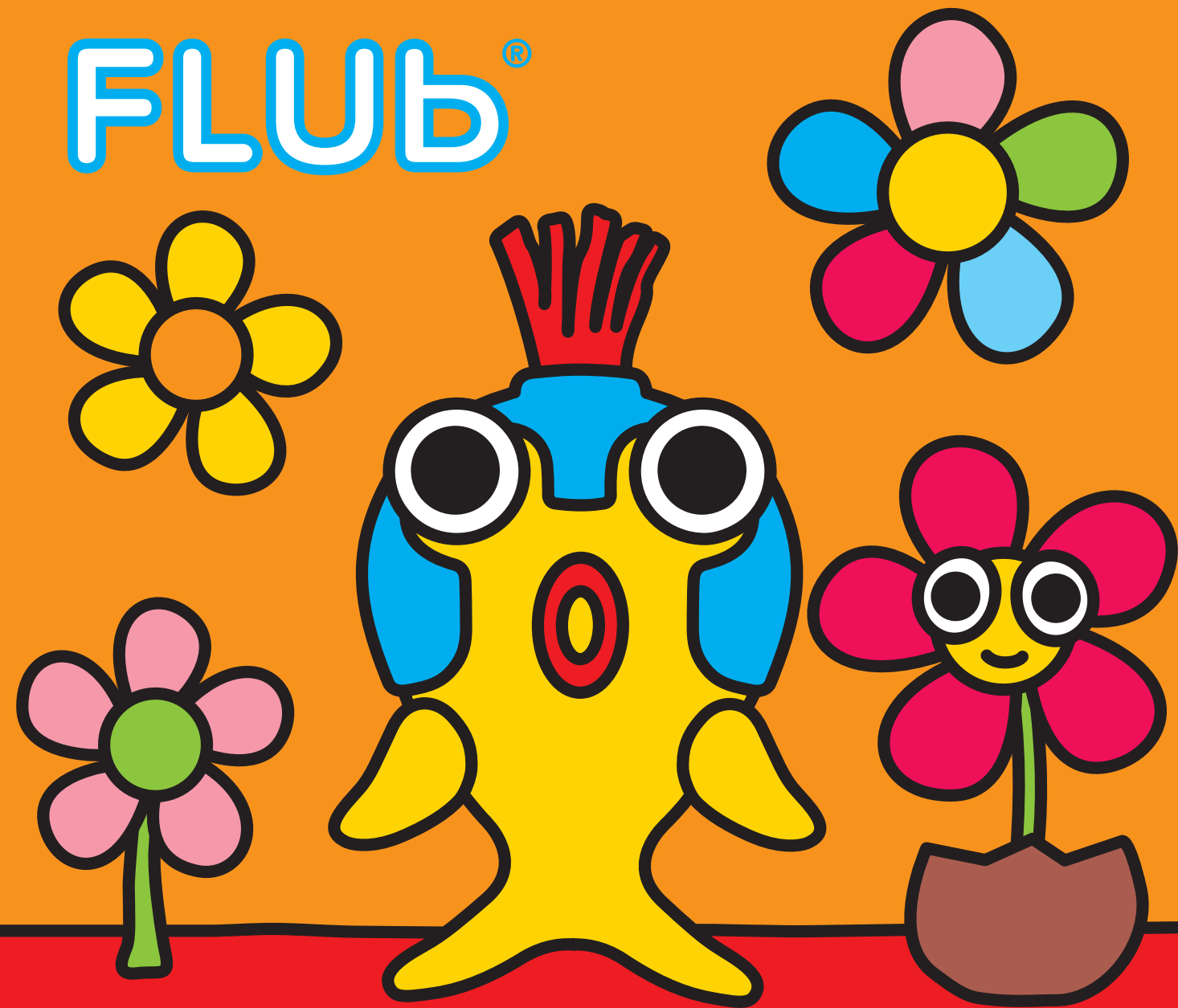


今日は

Raymond
Hoogendorp



FLUB®

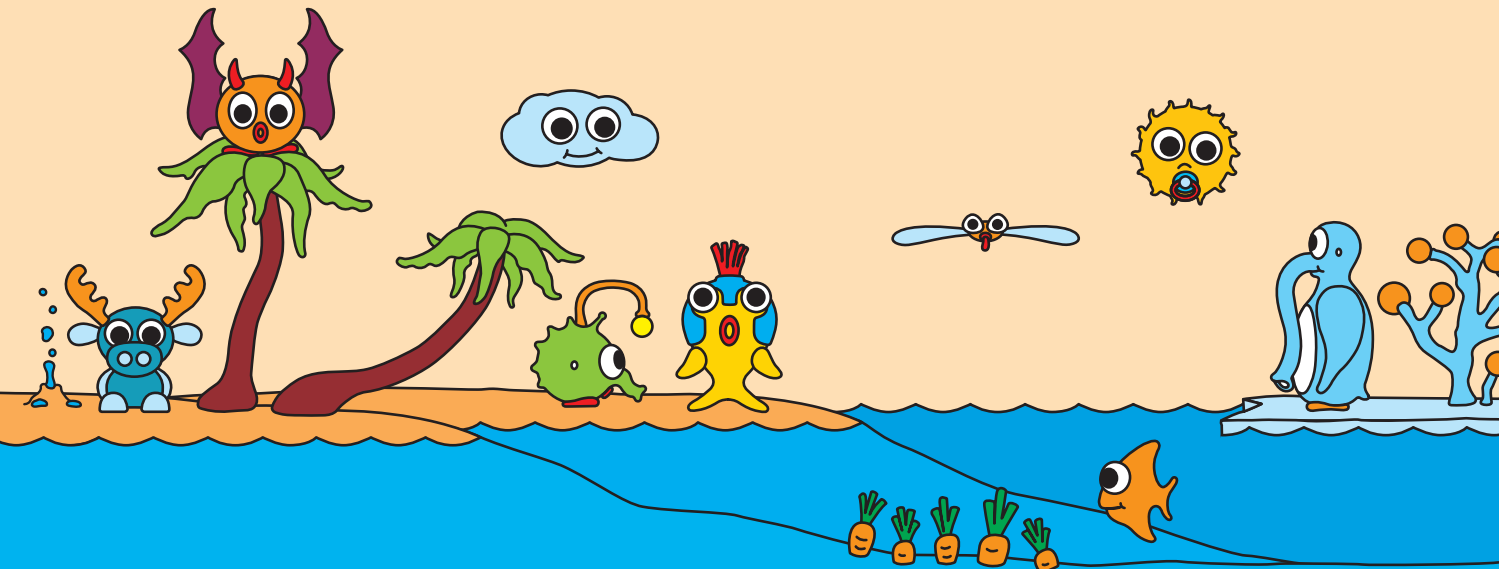


intro

Flub the fish was born in the sea but one fine day happens to find himself in the wondrous world of the Enchanted Topsy Turfy Land. there he meets many extraordinary and funny friends like the penguin elephant Onkiedonkie and Doris the cow moose. together with his friends Flub has the most wonderful adventures. Flub likes it so much that he does not want to return to the sea!

"Flub and his friends" are unique characters whose very special and instantly recognisable styling, bright colouring and bubbly impact are extremely appealing.

Flub and his friends were created by Dutch artist Raymond Hoogendorp. for further info see www.Flub.nl



about

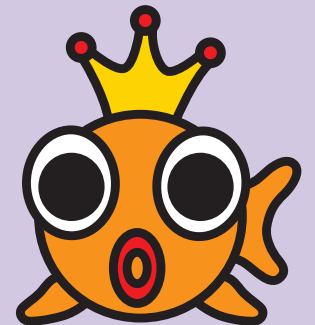
each character in "Flub and his friends" has a striking design, an individual colour scheme and an easily recognisable graphic presence with a high feel-good factor.

Flub and his friends are particularly interesting to 2 different target groups:

- children 4 – 10 years
- teenagers and adolescents, 16 - 25 years

for each target group the designs can be tailored in styling, look and or impact, so that these elements are compatible with the experiences of the various target groups.

- Flub represents high-quality products and designs.
- Flub is positioned up-market, with a long-lasting life cycle.
- Flub (products) have an excellent price quality ratio.
- Flub is individualistic, charming, contemporary and trendy.
- Flub is "a classic in the making."



characters



Flub



Grobble



Flappy



Doris



Onkiedonkie



Fluffy



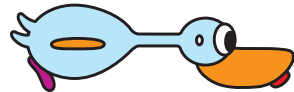
Sunny



Glowly



Dubsy



Ojo



Coco



Elvis



Slurpy



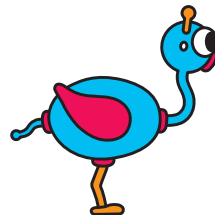
Slimy



Slug



Kaboom



Strub



Gink



Jul



Orgo

cards



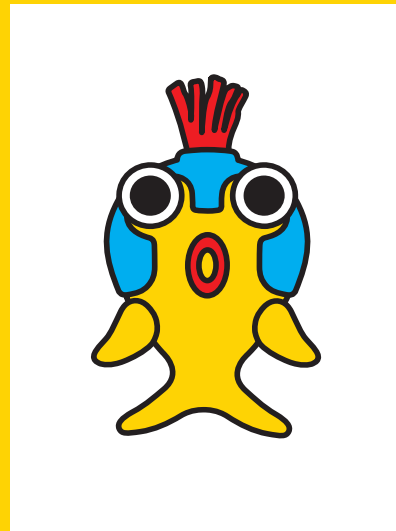
stationery



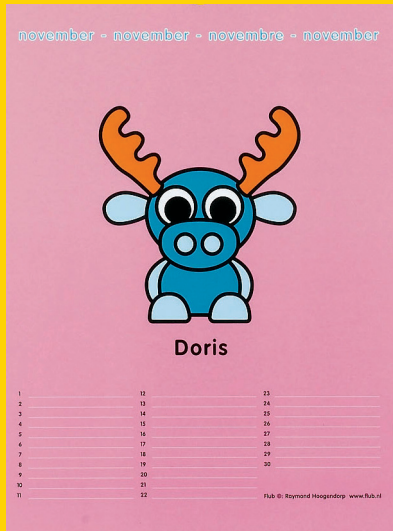
notebook



exercise book



ordner



calendar

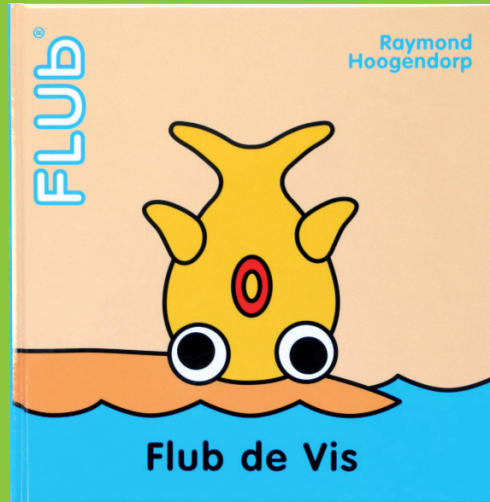
key chains



real size



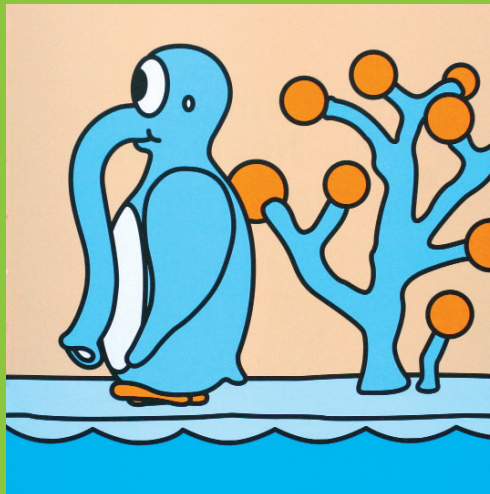
books



part 1 ISBN NR: 9789080994614



part 2 ISBN NR: 9789080994621



- part 1 : Flub de Vis
- part 2: de toverhelm
- part 3: Elvis is blij
- part 4: een bal
- part 5: het kasteel
- part 6: een bootje
- part 7: Grobbel is jarig
- part 8: het regent

bedding



art

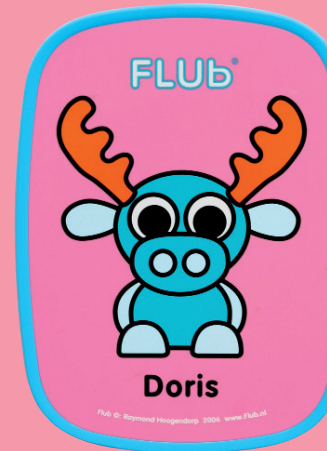


silkscreens



originals/exhibition at Jan des Bouvrie

lunchware



promotion



trademart



department store



interdecor



Rijksmuseum



promo team



fun promotion



ISF Birmingham

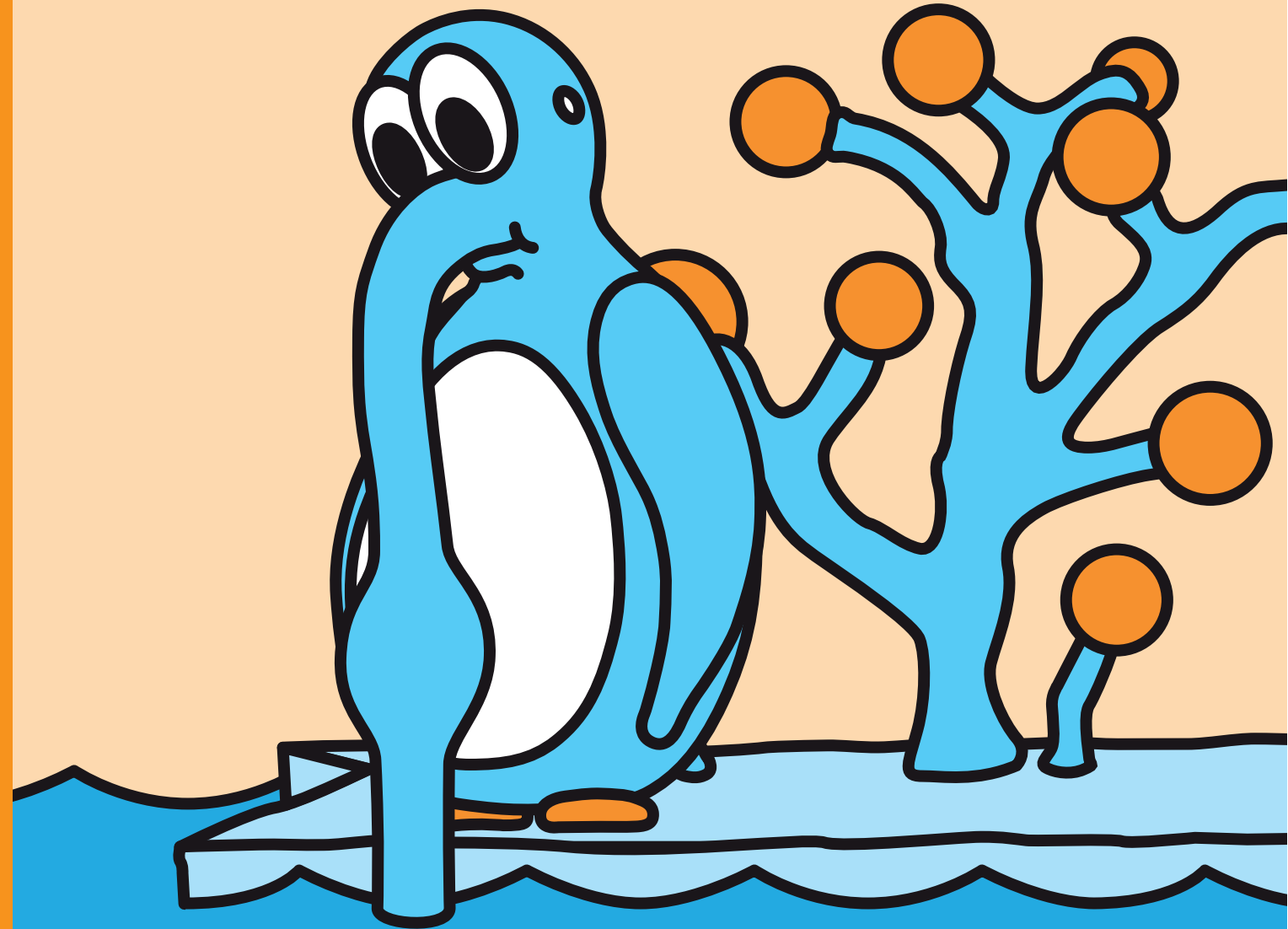


back to school



promotion

今日は



info

the immense succes of Flub is proven by a rapidly growing product range of various lincencees (a.o. bedding by Houstex/Cinderella, books by KDR/Pijama, lunchboxes and drink bottles by Mepal, screenprints by ArtMarketing.eu) and the ease in which Flub is taken up and sold by retail: Dutch retail loves Flub (V&D, Blokker, Bijenkorf, Bruna).

- Flub generated a vast amount of publicity in the Netherlands (a.o. Tina, Kek, Rijksmuseum, Retailnews, Golden Tulip & Tulip Inn, Art Echo, Bell Company, Miljonairfair, Warchild, Orangebabies, AD, AD wonen, Ezeltjeprik, Retail News, Zeens, Open Kaart.)
- launch of a wide variety of new products in 2007.
- from mid 2006 Flub is introduced in Japan by a range of greeting-cards.
- the series of children's books will be extended to 8 titles.
- Flub is promoted by MTV Pakistan.
- Flub and his friends are becoming more and more popular as he is conquering the world, so... keep an eye out for them!



© Raymond Hoogendorp 2006 www.Flub.nl

sales information

- greeting cards, key chains and stationery:
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f : +31 (0)75 - 647 64 00
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i : www.mercuriusartpublishing.com
contact: Mrs. M. Hoogweg
- bedding:
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f : +31 (0)53 - 537 37 99
e: info@houstex.nl
i : www.tchp.nl
contact: Mr. G v.d. Vuurst
- lunchboxes and drink bottles:
Mepal B.V.
Aalsvoort 101
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t : +31 (0)573 - 257 233
f : +31 (0)573 - 256 072
e: info@mepal.com
i : www.mepal.nl
contact: Mr. M. Leenen
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i : www.ArtMarketing.eu
contact: Mr. T. Haksteen

licensing

Mercurius Art Publishing (MAP) is part of the Mercurius Group. The holding companies of Mercurius Group operate as publishers, printers and communication consultants. Also see www.mercurius.com. Next to international publisher for greeting cards MAP is also an independent agent for a selected group of famous illustrators and children's characters. We represent the worldwide licensing rights of Flub. MAP is experienced in conceiving creative, succesful and fitting combinations of products and characters/ images. We define an overall marketing strategy for brands and character and we are giving full marketing and promotional support.

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